

## ***Daisy Brand to be Awarded 2008 American Business Ethics Award***

*Society of Financial Service Professionals to Honor Company at  
Las Vegas Awards Ceremony, Saturday, Nov. 1*

**Oct. 31, 2008, DALLAS**– Daisy Brand is among three national companies to be awarded the prestigious American Business Ethics Award (ABEA) by the Society of Financial Service Professionals (FSP) during the 2008 FSP Forum being held in Las Vegas on Nov. 1, 2008.

Established in 1994, the ABEA recognizes companies that exemplify high standards of ethical behavior in their everyday business conduct and in response to specific crises or challenges. The 2008 awards were given to Daisy Brand in the mid-size company category, Greensboro-based Atlantic Webworks in the small company category and Minneapolis-based General Mills in the large company category.

“We are especially honored to receive this award because it substantiates our vision for Daisy Brand as a pure and natural company,” said David Sokolsky, Daisy Brand president. “Pure and natural is more than a tagline on our package; it is an idea that we incorporate into our business practices and is what we believe has made Daisy Brand so successful.”

This “pure and natural” ethic influences all aspects of Daisy Brand – from the company’s core values of “trust” and “clean” to the manufacturing of its products and its employees’ everyday business practices. These values are instilled into new employees through training sessions that Sokolsky conducts himself with all new hires. In these workshops, each employee learns tactics they can use to align themselves to Daisy Brand’s ethical standards.

Other areas highlighted by the FSP in their acknowledgment of Daisy Brand included the company’s mission of improving the quality of life for its employees, customers, consumers, vendors and the community at large.

“In these turbulent times, it is heartening to see that there are so many companies like Daisy Brand who are honestly striving to do right by their stakeholders in ways large and small,” noted FSP Chairman Rich Lindsay, CLU, ChFC, AEP when announcing the 2008 award recipients. “The ABEA is designed to shine a spotlight on these efforts in order to provide models for like-minded organizations and to remind the American business community that ethical corporate behavior never goes out of style.”

## **About Daisy Brand**

Daisy Brand, based in Dallas, TX, is a fourth-generation, family-owned business that prides itself on producing and selling high-quality dairy products, while providing a good value to its consumers. It is these principles that have set the foundation for growth and continue to be the driving force behind the company's direction. Daisy began as a cheese company in 1917, delivering products in a horse-drawn cart, and nine decades later is serving customers coast-to-coast from the largest sour cream plant in the world. Today, Daisy Brand has just over 300 employees and is America's leading sour cream brand with sales in all 50 states. Daisy's products include sour cream and cottage cheese. For more information, please visit [www.daisybrand.com](http://www.daisybrand.com).

## **About the Foundation for Financial Service Professionals**

A charitable organization created to foster research, education and ethical practices amongst financial service professionals to benefit the public, the Foundation was established by the leadership of the Society of Financial Service Professionals ([www.financialpro.org](http://www.financialpro.org)) in 1982.

In fulfillment of this mission, the Foundation has created several programs, including the Paul S. Mills Scholarship to encourage ongoing professional development among financial service practitioners; the *Journal of Financial Service Professionals* Author Award to advance scholarly research and writing in financial services; the American Business Ethics Award to recognize ethical practices in the American business marketplace; and Financial Education Partners (FEP), to provide pro bono financial guidance to individuals in need. More information is available at [www.FinancialProFoundation.org](http://www.FinancialProFoundation.org).

## **About the American Business Ethics Award**

Established in 1994, the American Business Ethics Award recognizes companies that exemplify high standards of ethical behavior in their everyday business conduct and in response to specific crises or challenges. Customers, employees, shareholders, or other members of the local community may nominate companies for the American Business Ethics Award. Each nominated company fully documents its answers to the ABEA Ethics Questionnaire and provides comprehensive supporting material to aid the judges in making their selection. ABEA judging guidelines are stringent and carefully applied by an expert panel drawn from the business, academia, public service, media, consulting and ethics communities. Entries are rated in four broad areas: executive commitment to ethics, ongoing ethics programming, demonstrated ethical business practices, and commitment to stakeholders, including employees, customers, and the community.